

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMR3164 – BRAND MANAGEMENT

(All sections / Groups)

2nd March 2017

9.00 a.m – 11.00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 5 Questions only.
2. Attempt **ALL QUESTIONS** in section A and **TWO QUESTION** in Section B. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

SECTION A (ANSWER ALL QUESTIONS)**QUESTION 1**

a. Define brand architecture

(5 Marks)

b. Briefly discuss how the Product Life Cycle Approach can be used in Brand Architecture considerations.

(20 Marks)

(Total: 25 Marks)

QUESTION 2

a. What is experiential marketing?

(5 Marks)

b. Using relevant examples, discuss how experiential marketing could be used to build Brand Personality

(20 Marks)

(Total: 25 Marks)

SECTION B (ANSWER ANY TWO QUESTIONS ONLY)**QUESTION 1**

a. Define and explain the term "Brand resonance"?

(10 Marks)

b. Briefly explain how Brand Equity could be build?

(15 Marks)

(Total: 25 Marks)

QUESTION 2

"Secondary brand association can be used to enhance the positive responses of an existing brand or as a measure to fix a deficiency in a branding strategy".

What is secondary brand association? How can it be used to enhance the positive responses, or fixed problems as claimed?

(Total: 25 Marks)

Continued...

QUESTION 3

a. Briefly discuss the “Brand Salience” Concept

(10 Marks)

b. *“Brand salience is an important first step in building brand equity, but is usually not sufficient in and of itself. For most customers in most situations, other considerations, such as the meaning or image of the brand, also come into play.”* Briefly discuss this statement.

(15 Marks)

(Total: 25 Marks)

End of Paper